

ACTION PLAN

IMPLEMENTING ACTIONS

In order to implement the Wells Avenue Neighborhood Plan it is necessary to identify the types of actions that will be required, determine the responsible party or parties, and to determine the priority and anticipated timing of each action. A detailed list of recommended actions and priorities is outlined in the Action Plan Matrix, below.

SUMMARY OF PRIORITY ACTIONS

This Summary of Priority Actions is intended to focus the City's efforts on actions that should be taken as soon as possible to ensure that future land use decisions are aligned with the other goals identified in the planning process. Priority Actions should be reviewed and updated periodically to reflect ongoing accomplishments, available resources, and potential shifts in policy direction.

The following priority actions are recommended:

1) Align Zoning with Neighborhood Vision

Many of the goals and policies contained in the plan are focused on the neighborhood's desire to ensure that the quality and character of future infill and redevelopment is compatible with the neighborhood. It is recommended that these goals and policies be implemented through the creation of an overlay zoning district for the Wells Avenue Neighborhood. In some cases, standards and guidelines will apply neighborhood-wide and in other instances, they will be tailored to a particular land use category, as defined on the Land Use Framework map. To further increase its effectiveness, the overlay district will be brought forward concurrent with the draft plan for adoption.

2) Establish and Maintain a List of Priority Projects for Neighborhood Advisory Board and City Council Funding

Each of the City's Neighborhood Advisory Boards is awarded money annually to devote to projects within the neighborhood. Many of the recommended actions contained within this Chapter will rely on NAB and City Council support for implementation. Projects are listed in no particular order of importance, rather, they are listed in the order they appear in the Action Plan Matrix.

3) Establish a Neighborhood Resource Guide

A number of the concerns expressed by neighborhood residents during the planning process stem from ongoing challenges with code enforcement, graffiti, deferred property maintenance by absentee landlords, and other nuisance complaints. Although these types of concerns are regularly raised and addressed at monthly NAB meetings and information regarding the NAB is posted on the City's website, many residents remain unclear where to go with these types of complaints.

The creation of a Neighborhood Resource Guide is recommended as a means to educating residents on current City policy and the potential courses of action that may be appropriate to address a particular issue. In addition, the Neighborhood Resource Guide could serve as

means of distributing points of contact for various neighborhood organizations, such as the neighborhood watch group, to highlight volunteer opportunities, as well as to provide information regarding homeownership assistance and other programs available to residents. The Guide should be produced in both English and Spanish and updated annually, or as needed, and distributed to neighborhood residents. It should also be made available at monthly NAB meetings, at local businesses, and in other visible locations.

ACTION PLAN MATRIX

The Action Plan Matrix, below provides a detailed list of the actions needed, by category. Recommended actions are organized and numbered according to their corresponding policies. The matrix indicates the type of actions that will be required to implement the policies and the priority of the actions to be initiated. City staff and planning officials should update this matrix on an annual basis, or as necessary, to keep the responsibilities and actions current. Actions have been identified in three categories: Regulatory Reform, Policy Decisions, and Programs. Each category is described below.

Categories of Actions

Three possible categories of actions are listed:

- ***R – Regulatory***, requiring amendments to the city’s development regulations.
- ***PD – Policy Decisions***, to be implemented during day-to-day policy decisions by staff, Planning Commission, and City Council.
- ***PR – Programs***, to be implemented by new or ongoing programs needed to carry out the goals of the Plan.

Priorities

The “Priority” column lists four possible time frames for implementing actions:

- ***(1) – Immediate Priority***, to be implemented with adoption of the Plan or soon thereafter.
- ***(2) – High Priority***, to be initiated as soon as possible and completed within one to two years after Plan adoption.
- ***(3) – Moderate Priority***, to be completed within three to five years after Plan adoption.
- ***(O) – Ongoing***, actions that occur continually.

Responsible Parties

- **NAB** = Neighborhood Advisory Board/ Community Relations
- **CD** = Community Development Department
- **PR** = Parks, Recreation, and Community Services Department
- **PW** = Public Works Department
- **NR** = Neighborhood Residents
- **WAMPOA** = Wells Avenue Merchants and Property Owners Association

- **RA** = Redevelopment Agency
- **HRC** = Historical Resources Commission

Action Plan Matrix

Action	Type of Action	Priority	Responsible Party
Neighborhood Stability and Character			
Goal N-1: Protect Established Residential Character of the Neighborhood			
Action N-1.1—Establish Targeted Residential Design Standards and Guidelines Establish an overlay zoning district for the Wells Avenue Neighborhood that incorporates tailored design standards and guidelines for residential infill and redevelopment that correspond with the Land Use Framework Map.	R	1	CD
Action N-1.2—Consistently Enforce Street Tree Requirements As infill and redevelopment occurs, the City will continue to strongly and consistently enforce its street tree requirements. In addition, neighborhood residents should work with the NAB to secure funds for a neighborhood-wide tree planting campaign.	PD	O	CD, NAB, NR
Goal N-2: Promote and Facilitate Neighborhood Investment			
Action N-2.1—Increase Awareness of Homeownership Education and Assistance Programs Available to Neighborhood Residents The City will create and maintain a Neighborhood Resource Guide that contains a summary of current policies, courses of actions, and points of contact for neighborhood residents and business owners to address code violations and other issues within the neighborhood, as well as to provide information regarding homeownership assistance and other programs. Guide should be updated as needed and distributed to neighborhood residents on an annual basis, as well as made available at monthly NAB meetings.	PR	1	CD, NAB

Action	Type of Action	Priority	Responsible Party
Action N-2.2—Increase Awareness of Code Violation Reporting and Response Processes The City will create and maintain a Neighborhood Resource Guide that contains a summary of current policies, courses of actions, and points of contact for neighborhood residents and business owners to address code violations and other issues within the neighborhood, as well as to provide information regarding homeownership assistance and other programs. Guide should be updated as needed and distributed to neighborhood residents on an annual basis, as well as made available at monthly NAB meetings.	PR	1	CD, NAB
Goal N-3: Preserve and Highlight History and Character of the Neighborhood			
Action N-3.1—Establish Neighborhood Identification Signs at Key Neighborhood Gateways Neighborhood residents should work with the City and the NAB to develop standard neighborhood identification signage and to install signs at gateways to historic portions of the neighborhood.	PR	1	NAB, NR
Action N-3.2—Expand Neighborhood Walking Tours The City will work with neighborhood residents (particularly those currently conducting tours), the Wells Avenue Merchants and Property Owners Association and the NAB to develop and maintain a self-guided tour of the neighborhood's historic resources.	PR	3	NAB
Action N-3.3—Conduct an Inventory of Historic Properties Neighborhood residents will work with the City and the Historical Resources Commission to assemble an inventory of historic properties (expanding on efforts completed as part of Wells Avenue improvements) to determine the significance of the neighborhood's historic resources. Volunteers could be recruited to complete necessary documentation with	PR	2	HRC, CD, NR

Action	Type of Action	Priority	Responsible Party
oversight from City planners.			
Action N-3.4—Establish Additional Protective Measures for Historic Resources as Appropriate If additional preservation efforts are determined to be warranted by the inventory of historic properties, neighborhood residents should work with the City and the Historical Resources Commission to complete appropriate nomination forms and to establish Historic Overlay District designation for eligible properties.	R	2	HRC, CD, NR
Mixed-Use Corridors			
Goal MUC-1: Continue to Enhance Wells Avenue as a Destination Mixed-Use District			
Action MUC-1.1—Continue to Expand Business Retention and Recruitment Efforts for Wells Avenue The Wells Avenue Merchants and Property Owners Association, in cooperation with the Reno-Sparks and Hispanic Chambers of Commerce, should continue to work with existing local businesses on long-term retention strategies and actively recruit new neighborhood-serving uses to the corridor.	PR	O	WAMPA
Action MUC-1.2— Establish Targeted Design Standards and Guidelines for Wells Avenue Establish an overlay zoning district with design standards and guidelines for commercial and mixed-use development that correspond to the Land Use Framework Map to ensure compatible infill and redevelopment.	R	1	CD, RA, NAB
Action MUC-1.3—Establish a Facade Improvement Program for the Wells Avenue Corridor The Wells Avenue Merchants and Property Owners Association should coordinate with the City's Redevelopment Agency on its recently established Façade Improvement Program to seek designation of the Wells Avenue Corridor as	PR	1	CD, RA, WAMPO, NAB

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a future redevelopment area and/or consider establishing a similar program for the corridor modeled after the City's pilot program potentially funded by NAB funds.			
Action MUC-1.4—Establish Spaces for Community Gathering and Interaction The Wells Avenue Merchants and Property Owners Association should work with the City and other entities as appropriate to establish public gathering spaces along the corridor—both permanent and temporary. Requirements for private outdoor gathering spaces, such as plazas with outdoor seating, outdoor dining areas, and other active spaces will be incorporated as part of the design standards and guidelines for commercial and mixed-use development along the corridor as described in ActionMUC-1.2, above.	PR, R	2	WAMPO, CD
Goal MUC-2: Continue to Enhance the Pedestrian Environment along the Wells Avenue Corridor			
Action MUC 2.1—Foster a Pedestrian-Oriented Commercial Corridor Establish an overlay zoning district for the Wells Avenue Neighborhood that incorporates tailored design standards and guidelines for commercial and mixed-use development along Wells Avenue.	R	1	CD
Action MUC-2.2—Continue to Improve Pedestrian Crossings The City's Public Works department will periodically evaluate the need for future pedestrian activated signals at key crosswalks. The Wells Avenue Merchants and Property Owners Association, along with neighborhood residents, should communicate areas of particular concern to the NAB where they may be tracked and passed on to Public Works for evaluation.	PR	O	PW, NAB

Action	Type of Action	Priority	Responsible Party
Action MUC-2.3—Develop a Parking Strategy for the Wells Avenue Mixed-Use District As activity increases along the Wells Avenue corridor, the Wells Avenue Merchants and Property Owners Association should work with the City and the NAB to evaluate existing parking usage and to develop a strategy for future parking needs in terms of both supply and management.	PR	2	NAB, WAMPOA, CD, PW
Action MUC 2.4—Establish a System of Wayfinding Signage As activity increases along the Wells Avenue corridor, the Wells Avenue Merchants and Property Owners Association should work with the City and the NAB to develop a system of wayfinding signage for the corridor.	PR	3	WAMPOA, NAB
Goal MUC-3: Reinforce Vassar Street as an Arts-Based Mixed Use District			
Action MUC-2.1—Establish Design Standards and Guidelines for the Vassar Street District Establish an overlay zoning district for the Wells Avenue Neighborhood that incorporates tailored design standards and guidelines for adaptive reuse, infill, and redevelopment within the Vassar Street District.	R	1	CD
Action MUC-2.2—Expand Marketing and Business Outreach for the Vassar Street District The Wells Avenue Merchants and Property Owners Association, in cooperation with the Reno-Sparks and Hispanic Chambers of Commerce, should continue to work with existing local businesses on long-term retention strategies and actively recruit new arts-based uses to the Vassar Street District.	PR	O	WAMPA

Action	Type of Action	Priority	Responsible Party
Community Health and Safety			
Goal HS-1: Enhance Health and Safety of the Neighborhood			
Action HS-1.1—Maintain and Expand Recently Established Neighborhood Watch Program Neighborhood residents should continue to work with the NAB to increase awareness and participation in the Neighborhood Watch Program. Information regarding participation in the program will also be included in the Neighborhood Resource Guide, outlined in Actions N-2.1 and N-2.2.	PR	O	NAB, NR, PD
Action HS-1.2—Continue to Coordinate Ongoing Health and Safety Concerns with the Neighborhood Advisory Board Neighborhood residents should continue to work with the NAB to address ongoing health and safety issues within the neighborhood. Information regarding efforts to address these issues will also be included in the Neighborhood Resource Guide, outlined in Actions N-2.1 and N-2.2.	PR	O	NAB
Action HS-1.3—Identify Residential Streets in Need of Additional Lighting and Establish Priorities for Implementation Neighborhood residents should work with the NAB to identify areas where additional lighting is needed and to prioritize these areas by level of importance for installation as funding becomes available.	PR	O	NAB, NR, PW
Parks, Recreation, Arts, and Cultural Resources			
Goal P-1: Protect and Enhance Existing Park Resources			
Action P-1.1—Pursue Opportunities to Upgrade Existing Park Resources Neighborhood residents should work with the NAB and the City's Parks, Recreation, and Community Services Department to identify opportunities to upgrade existing park resources	PD	2	NR, NAB, PR

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within the neighborhood.			
Goal P-2: Create Additional Park Space in the Neighborhood			
Action P-1.1—Pursue Opportunities to Incorporate Urban Parks within the Neighborhood Neighborhood residents should work with the NAB and the City's Parks, Recreation, and Community Services Department to identify opportunities for the incorporation of future urban parks to serve the neighborhood.	PD	2	NR, NAB, PR
Goal P-2: Provide a Range of Community Facilities to Serve Neighborhood Residents			
Action P-2.1—Pursue a Range of Opportunities to Offer Community Facilities Neighborhood residents should work with the NAB, WAMPO, and the City to identify specific community facility types desired by residents, which group will be responsible for implementation, and what possible funding sources are available.	PR	2	NR, NAB, WAMPO
Action P-3.2—Expand the Presence of Public Art within the Neighborhood Neighborhood residents should work with the NAB, WAMPO, and the City to incorporate public art as part of future public improvements and to identify potential sources of funding for additional artwork in key locations.	PR	2	NR, NAB, WAMPO
Circulation and Access			
Action CA-1.1—Establish Continuous Sidewalks throughout the Neighborhood The City should continue to work with the NAB and neighborhood residents to identify opportunities to enhance the neighborhood's existing sidewalk network concurrent with future street improvement projects.	PD	O	CD, PW, NAB

Action	Type of Action	Priority	Responsible Party
Action CA-1.2—Install Bicycle Racks at Key Locations within the Neighborhood The Wells Avenue Merchants and Property Owners Association, along with neighborhood residents, should work with the NAB to identify priority locations for bicycle racks and to secure funding.	PR	O	NR, NAB
Action CA-1.3—Facilitate East/West Movement for Pedestrians across Wells Avenue Traffic volumes along Wells Avenue should be periodically evaluated by the city's Public Works department to evaluate the need for future pedestrian activated signals at key crosswalks.	PR	O	PW
Action CA-2.1—Monitor Recent Traffic Calming Improvements on Wells Avenue and Enhance as Necessary Recent traffic calming improvements along Wells Avenue should be periodically evaluated by the city's Public Works department to evaluate their effectiveness and to determine whether additional enhancements may be necessary.	PR	O	PW
Action CA-2.1—Monitor Traffic Volumes along Wells Avenue and Evaluate need for Additional Signals to Facilitate East/West Vehicle Movement Traffic volumes along and across Wells Avenue should be periodically evaluated by the city's Public Works department to evaluate the need for future traffic signals at existing unsignalized intersections.	PR	O	PW
Action CA-3.1— Incorporate Enhanced Transit Amenities in Key Locations The Wells Avenue Merchants and Property Owners Association should work with RTC, the City, and the NAB to identify locations for enhanced transit amenities, secure funding for improvements, and to coordinate the incorporation of public art.	PR	2	WAMPO, NAB